

**SCOTTSDALE PRIDE COMMITTEE  
8787 E. HUALAPAI DR.  
THE WATER CAMPUS  
SCOTTSDALE, AZ  
DECEMBER 1, 2005**

**SPECIAL MEETING  
AMENDED MINUTES**

**Present:** Cristina Lenko (Chair)  
Donald Scott (Vice-Chair)  
Vicki Carr  
Carol Cerrito  
Rosanna Organ  
Ronald Robins  
Judy Snyder  
Stewart Walowitz  
Cathy Zebarth

**Absent:** Richard Kimberly  
Zachary Stahmer  
Sonnie Stevens  
Richard Taylor

**Staff:** Rob Millar  
Lisa Cline

**Guest:** Diane Wendt, Facilitator

**CALL TO ORDER**

The special meeting was called to order at 5:46 p.m. by Chair Lenko. A roll call confirmed the presence of Committee members as noted above.

**APPROVAL OF NOVEMBER 3, 2005 MINUTES**

Chair Lenko clarified that the date of last month's meeting needs to be changed to November 3, 2005 on page 1. Ms. Snyder noted that on page 8, 3<sup>rd</sup> paragraph under Staff Updates, Stardust Building Supply is not a green building supply store. She requests that it be changed to "a building supply reseller".

**VICE-CHAIR SCOTT MOVED FOR APPROVAL OF THE MINUTES OF THE NOVEMBER 3, 2005 MEETING AS CORRECTED. THE MOTION WAS SECONDED BY COMMITTEE MEMBER ORGAN AND CARRIED UNANIMOUSLY BY A VOTE OF 9 (NINE) TO 0 (ZERO).**

## **STAFF PRE-RETREAT COMMENTS**

Chair Lenko stated that some of the wonderful ideas from last month's meeting created the foundation for the retreat discussions, motivating Members to think about new and different ideas for the Scottsdale Pride Committee.

## **AFFIRMATION OF PURPOSE FOR SCOTTSDALE PRIDE COMMITTEE**

Chair Lenko introduced Diane Wendt, who is an outside facilitator. Ms. Wendt has vast experience in strategic planning and will instruct the Committee on new methods for efficiently using their time and prioritizing ideas in order to create an effective plan of action for the coming year.

Committee Members introduced themselves, and gave a brief overview of why they are Members of the Committee, and what they wish to accomplish.

Ms. Wendt remarked that nothing is more frustrating than investing time and not achieving envisioned results.

Ms. Wendt expressed that her understanding of the Committee's purpose is preserving/enhancing the environment and quality of life in the community. Committee Members confirmed that her understanding is an accurate reflection of the Committee's purpose.

Ms. Wendt invited Members to participate in a "get-to-know-you" exercise, encouraging Members to verbally connect with each other.

Ms. Wendt requested that Members express one word or statement that reflects what the Committee hopes to accomplish in tonight's meeting.

1. Ms. Cerrito comments: Results—come to a conclusion, having a good idea of next year's plan.
2. Vice-Chair comments: Enthusiastic consensus, division of labor.
3. Chair Lenko comments: Action—direction of what happens next, effective use of time (where should I be spending my volunteer time and am I spending it the right way?)
4. Ms. Organ comments: Knowledge—future things, a directed plan.
5. Ms. Snyder comments: Clarity—clear vision and clairvoyance.
6. Mr. Robins comments: Prioritization of ideas.

Ms. Wendt noted that there needs to be a criteria for everything that the Committee does. A committee needs to pool their purpose with criteria for the manner in which decisions are made. The four ideas/actions that should occur under each criteria are:

1. Method of Purpose,
2. Serve the Community,
3. Motivate Involvement
4. Create A3's—awareness that there is an issue that needs fixing, acknowledge the issue, and take an action.

She further noted that comparing ongoing projects on a score of 1-10 with these four actions will provide clarity for the plan of action.

## **COMMITTEE STRUCTURE/MEMBERS**

Ms. Wendtl elaborated that even though the Keep America Beautiful campaign may have provided the initial motivation for the Scottsdale Pride Committee, the number of projects could become overwhelming. For a group of 15, structuring the work is very important for streamlining efforts and efficient use of time. In order to structure the workload, the Committee should identify its main projects and which Members should be assigned to them.

The Committee identified the following main projects: Treasures and Trash, Downtown Recognition, South Scottsdale Project (Old or Historic), North Scottsdale Project, and Ongoing City Projects (Pride Park and Adopt-A- Road).

### ***Tentative Subcommittees (Before Negotiating):***

- |  |   |
|--|---|
| <b>1. Treasures and Trash</b> <ul style="list-style-type: none"><li>a. Stewart Walowitz</li><li>b. Vicki Carr</li><li>c. Richard Taylor</li></ul>      | <b>4. North Scottsdale Project</b> <ul style="list-style-type: none"><li>a. Rosanna Organ</li><li>b. Judy Snyder</li><li>c. Carol Cerrito</li></ul> |
| <b>2. Downtown Recognition</b> <ul style="list-style-type: none"><li>a. Richard Kimberly</li><li>b. Donald Scott</li><li>c. Sonnie Stevens</li></ul>   | <b>5. Ongoing City Projects</b> <ul style="list-style-type: none"><li>a. Zachary Stahmer</li><li>b. New Person<br/>(not appointed yet)</li></ul>    |
| <b>3. South Scottsdale Project</b> <ul style="list-style-type: none"><li>a. Ronald Robins</li><li>b. Cristina Lenko</li><li>c. Cathy Zebarth</li></ul> |   |

Ms. Wendtl invited Members to draw names and then negotiate which of the five project Subcommittees they want to work on. She reminded Members to discuss specific goals when negotiating to ensure choosing a project that one will enjoy.

A brief discussion ensued regarding the formation of subcommittees.

### **PROPOSED 5 SUBCOMMITTEES (After Negotiating—3 Per Committee)**

- |   |   |
|---|---|
| <b>1. Treasures and Trash</b> <ul style="list-style-type: none"><li>a. Ronald Robins</li><li>b. Richard Kimberly</li><li>c. Richard Taylor</li></ul>  | <b>4. North Scottsdale Project</b> <ul style="list-style-type: none"><li>a. Judy Snyder</li><li>b. Zachary Stahmer</li><li>c. Carol Cerrito</li></ul> |
| <b>2. Downtown Recognition</b> <ul style="list-style-type: none"><li>a. Cathy Zebarth</li><li>b. Donald Scott</li><li>c. Sonnie Stevens</li></ul>     | <b>5. Ongoing City Projects</b> <ul style="list-style-type: none"><li>a. Cristina Lenko</li><li>b. New Person<br/>(not appointed yet)</li></ul>       |
| <b>3. South Scottsdale Project</b> <ul style="list-style-type: none"><li>a. Rosanna Organ</li><li>b. Stewart Walowitz</li><li>c. Vicki Carr</li></ul> |   |

## **CRITERIA FOR CHOOSING A PROJECT**

Ms. Wendtl directed the newly formed Subcommittees to break into groups and brainstorm realistic actions to be taken in order to reach specific project goals. She requested that the following four criteria be addressed:

- 1. Meets Purpose of Committee**
- 2. Serves the Community**
- 3. Motivate Community Involvement**
- 4. Creates Awareness/Acknowledgment/Action**
- 5. Other**

Upon completion of Member discussions, Ms. Wendtl requested that each Subcommittee present the project actions identified for 2006, along with an explanation of why the project exists and how the five criteria are met.

### ***Subcommittee Actions for 2006:***

#### **1. Treasures and Trash (T&T)**

Mr. Robins reported that T&T is a once a year ongoing project. Since he is the only person from this Subcommittee present at this meeting, he is unable to discuss future actions.

Mr. Robins reported discussing the previous year's actions with Ms. Cline in an effort to obtain some direction and identified that the existing processes could be refined by spending more time and activity in the planning stages to create a more efficient and successful event. Ms. Cline suggested that implementation of other outreach endeavors to increase motivated involvement will reduce reliance on the City's resources for public awareness.

#### **2. Downtown Recognition**

Vice-Chair Scott reported that this Subcommittee spent time reviewing the map to define the exact parameters of Downtown. Beginning in January, the Subcommittee will meet on Wednesday afternoons to work on their project. As representatives of the City, they wish to encourage Downtown businesses to be presentable by either painting or repairing storefronts. The Subcommittee will present awards to participating businesses for window displays.

The Subcommittee plans to meet with Downtown ambassadors such as the Chamber of Commerce and the Planning & Zoning Commission to get a better idea of the water front and its impact on Downtown Scottsdale. By creating these important liaisons, the Subcommittee can maintain the knowledge of who is applying for building permits and who has applied for renovation projects. The Subcommittee also plans to meet with the Downtown Merchant's Association.

Ms. Cline noted the creation of a new City department or Downtown division that would be a great resource for this endeavor.

### **3. South Scottsdale Project (Historic)**

Mr. Walowitz reported that this Subcommittee plans to organize a group to implement neighborhood beautification and pride in the neighborhood and would like to tie-in with other organizations that are already involved in neighborhood beautification. The Subcommittee also plans on evaluating the City resources available for homeowners as seen in the booklet provided by Mr. Millar, particularly learning about landscaping programs and informing homeowners. A good motto is: Pride of Ownership, One House At A Time!

### **4. North Scottsdale Project**

Ms. Cerrito reported that the Subcommittee identified two projects. The first project is to gather statistics on recycling such as how much material is recycled. The project will also include a partnership with businesses/homeowners who are interested in recycling in order to increase recycling by a 10% improvement over the next year. Some of the actions would include contacting the preserves, handing out flyers about recycling, website updates, and an overall increase in public awareness.

The second project would be about cigarette butts. She expressed surprise in reading at the Keep America Beautiful website, that 34% of overall trash is cigarette butts. She also mentioned the importance of this project as it relates to fire hazards created by the abundance of brush in Scottsdale. She noted the possibility of partnering with the Fire Department to create a campaign to motivate people to stop throwing cigarette butts out and cleanup existing cigarette butt build-Up.

### **5. Ongoing City Projects**

Chair Lenko reported the existence of several projects already in place: Adopt-A-Road, South Scottsdale Recognition (including Outreach previously done in the Los Arcos neighborhood), and Pride Park Cleanup.

She noted the desire to implement three new projects:

1. Increasing Scottsdale Pride Public Relations by featuring logo/information on the disposable trash containers used at events such as Parada del Sol;
2. Getting involved in Make-A-Difference Day—either the Committee could get involved as a whole or someone in the community could be nominated to be involved ;
3. Gather more ongoing Done-In-A-Day projects by sending out Committee information to local community centers such as Vista del Camino, Hyatt Neighborhood Center, or the Boys & Girls Club. She acknowledged the existence of a group of 15 volunteers that are available to assist organizations with one-day events.

Ms. Wendt continued the discussion by explaining the outcome based thinking process which is basically problem solving. Outcome based thinking does not look at the problem but instead

looks at the outcome. Rather than addressing what the issue is, one would focus on the results to be achieved. She directed that the eye should always be focused on the goal while continuing to align with that goal, stressing the importance of being in sync with the desired outcome.

Using T&T as an example, Ms. Wendt reiterated that the outcome is to increase the success of the event. Discussion ensued with regard to increasing the outcome by more pick-up in residential or roadways.

Ms. Wendt points out that it is all about energy movement; creating energy that will help the Committee implement these projects. The heart statement resonates with everyone in order to get motivating energy. She suggested wearing a perspective of the community itself, asking the question of what will be achieved for Scottsdale homeowners and residents if more people were involved in T&T.

1. Increased Pride in Community
2. Be part of the solution by maintaining a clean environment (be a better community)
3. Improves the Quality of Life for Scottsdale as a whole (motivator--want to be involved)

Ms. Wendt suggested flipping responses to outcome statements, which have to be real or something that is actually possible. She noted that the three defining statements noted above actually make it happen.

Ms. Wendt queried three reasons that prevent T&T from meeting their goals.

1. ***Lack of Awareness of Issue***--people need to be aware there is too much trash and the City can't do everything.

Stops Awareness From Happening

Not enough publicity or money

What Do You Want Instead

To brand the event

Stops Branding From Happening

Lack of public relations or selling the wrong message; not educating about the worth of it; focusing on current programs only ; and resources not being used wisely .

**Outcome Statement**

Expand communication and public relations; create new/other ways to do the selling; define and make use of resources; and increase people's desire to pick-up trash and stop littering.

2. ***Not Enough People***--want more people involved. (Stops Outcome #1)

Stops Growth From Happening

Getting people to commit their time; and selling the benefits to the community (target groups) Stops Selling Benefits from Happening

Community is too large; need a plan to increase activity (target groups, schools)

**Outcome Statement**

Increased to 800 people/10 tons (necessity to sell the benefit); and increase Committee resources in order to increase plan effectiveness.

3. **People Don't Care/Apathy**—enthusiasm and involvement (Stops Outcome #2)

**Stops People from Caring**

Lack of knowledge and unaware (similar to #1).

**Outcome Statement**

Necessity to sell the benefit—pride of having a cleaner environment, love for your community, existing beauty can be increased; target existing groups to assist in selling Scottsdale Pride's Vision; and enthusiastic participation.

Ms. Wendt explained that each Subcommittee needs to start with a goal or outcome statement and then move back toward the problems.

Ms. Wendt inquired as to any topics or projects that were not discussed that are to be addressed by the Committee next year. Ms. Snyder noted increased public relations or media coverage. Ms. Cline mentioned an article about Adopt-A-Road that did not mention Scottsdale Pride. Whereupon, discussion ensued regarding ways to obtain publicity such as wearing apparel or printing logo onto trash containers, as well as the importance of PR.

Ms. Organ noted the project of beautification of major corners in Historical Scottsdale. Ms. Wendt suggested that such could be an action for her Subcommittee.

Vice-Chair Scott noted that educating people about recycling was brought up in last month's meeting and he would like to see that topic covered.

Ms. Organ suggested the production of a comic book or coloring book for educating children about picking up trash or toys to be distributed to schools.

In closing, Ms. Wendt inquired about the successes of various Subcommittees during the past year. Chair Lenko noted that her Subcommittee had affiliated with community centers and recently had almost 100% community participation. Mr. Robins reported that his Subcommittee steered more people to participate in T&T via the internet by registering and picking up supplies. Mr. Walowitz noted that South Scottsdale is now looking more like North Scottsdale.

**CLOSING REMARKS**

Chair Lenko expressed that this was a great exercise and that the outcome based thinking process is an excellent approach. She acknowledged that determining where the Committee wants to be next year is a BIG step. She commented that every year the Committee has become a little bit more effective while taking more and more action. She encouraged the Committee to build on the momentum created at this meeting.

Discussion ensued regarding ways to maintain enthusiasm over the holidays. All Members agreed that starting in January of 2006, the Subcommittees will hold mini-breakout meetings to work on their action plan prior to beginning the regular Committee Meetings.

Ms. Wendt suggested that Members think about one phrase that serves as a motivator, such as Great Job, Go for It, Do It. She suggested that Members share their motivating phrases, exchange telephone numbers, call each other on January 3, 2006, say the motivating phrase and hang up. She suggested that the exercise would remind Members of tonight's meeting and the energy created.

### **ADJOURNMENT**

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 8:06 p.m.

Respectfully submitted,  
A/V Tronics, Inc.